

DESIGNATED DRIVER



SAFE RIDE PROGRAM

Friends Don't Let Friends Drive Drunk



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THE AD COUNCIL

For 58 years, the Ad Council has created the timely and compelling public service messages Americans needed to hear. Its mission is to use the power of advertising to raise awareness of, and stimulate action against, problems confronting Americans. One such problem is drinking and driving.

By creating the *Friends Don't Let Friends Drive Drunk* campaign, the U.S. Department of Transportation and the Ad Council launched an effort that would change the way Americans think about drinking and driving. Eighty-four percent of Americans recall having seen or heard a *Friends Don't Let Friends Drive Drunk* public service announcement. Nearly 80 percent report they took action to prevent a friend or loved one from driving drunk, and 25 percent report they stopped drinking and driving as a result of the campaign.

The *Friends Don't Let Friends Drive Drunk* campaign has taken many forms. Most recently, the "Innocent Victims" phase of PSAs features victims of drunk driving crashes. The message is clear: drunk driving is a deadly act that ends thousands of lives each year.

The Ad Council has produced PSAs for TV, radio, print, out of home and online media outlets. These PSAs encourage individuals to intervene and do whatever it takes to prevent someone from drinking and driving. The Ad Council PSAs are available for distribution to your local media outlets' public service directors to support your efforts to prevent drunk driving. By doing so, you can increase exposure of the impaired driving issue.

For more information, please visit www.adcouncil.org

WHAT IS A DESIGNATED DRIVER PROGRAM?

Designated Driver programs are a key component of a community-based comprehensive impaired driving prevention effort. Combined with highly visible law enforcement, a Designated Driver program gives people the information they need to make informed choices and seek alternatives to driving while impaired. Safe Rides programs provide transportation for persons who plan to drink.

Designated Driver programs typically promote the concept of designating a sober driver, but variations may exist depending on the needs of the community. An important part of a community-based Designated Driver program is the concept of "Safe Rides." These alternative methods of transportation provide people who have consumed alcohol with safe rides home. Some are privately funded while others are run through public-private partnerships.

WHY ARE DESIGNATED DRIVER PROGRAMS SO CRITICAL?

Designated Drivers are effective because many of the risks related to impaired driving are removed. Nine out of 10 Americans who participate in social events where alcohol is available believe that people should use Designated Drivers.

Designated driving programs are simple, requiring as few as two people to operate. The only requirement is that people plan ahead and either select one person to refrain from drinking alcohol or arrange for a safe ride home. Designating a sober driver in situations when alcohol is present is something that should always be practiced.

Designated Driver programs help convey impaired driving prevention messages to the community, and illustrate the number of ways communities can encourage safe and sober driving practices.



Designating a driver is the most responsible thing an individual can do: and remember, the Designated Driver is not the person who's the most sober.

There are other benefits as well. Designated Driver programs can have a positive effect on people who do not regularly use a Designated Driver or know how to locate a safe ride. People who become aware of the program may be motivated to try to avoid driving after drinking.

WHO SHOULD BE, AND WHO SHOULD USE, A DESIGNATED DRIVER?

A Designated Driver is a drinking-age adult who agrees not to drink any alcoholic beverages, and to safely transport anyone else home. If it's a large group, more than one Designated Driver may be needed. Designated Drivers should not drink any alcoholic beverages; therefore, they are never the person least drunk. A Designated Driver can be used anywhere people ride together after drinking alcohol, including private homes, bars, sporting events, restaurants or office parties. Designated Drivers are also important when someone is taking medication that makes them drowsy or otherwise impaired and not fit to drive.

WHO SHOULD USE A SAFE RIDE?

Safe Ride programs are intended for those who drink or plan to drink alcohol or take prescription and non-prescription drugs that may affect driving. Find out about Safe Ride programs in your community, and how they operate. If one does not exist in your community, ask local businesses and community service groups to start one, to ensure that everyone has a safe and sober way home.

CONCLUSION

Impaired driving is a serious problem that affects every American. By starting or expanding a Designated Driver program, your community will help fight impaired driving. Designated Driver and Safe Ride programs, highly visible law enforcement mobilizations and training programs, help change attitudes about impaired driving. These measures also help to create greater public awareness of the problem and provide alternatives to impaired driving.

UNDERSTANDING THE PROBLEM

FACT: Impaired driving is a chronic problem that will affect one in three Americans during their lifetime. Nearly 42,000 people die in motor vehicle crashes each year. Approximately 16,000 of these deaths are alcohol-related.

FACT: The loss of lives due to impaired driving is completely preventable. There are alternatives to impaired driving:

- Designate a sober driver
- Take a taxi or call a safe ride program
- Make arrangements to spend the night where you are.

PROGRAM PLANNING

The desire to create a Designated Driver program can come from many sources: a small group of concerned citizens or a local organization involved with traffic safety or public health. Starting or enhancing a program is easy if you properly plan.

FIRST STEPS

Be sure to commit enough time to build your program. Here's how:

- Identify complementary programs in your community,
- Identify possible partners,
- Solicit partnership input and support, and
- Determine the scope of your program. It could cover restaurants or bars, a civic organization or the entire community.

Remember, there are many organizations in your community involved with impaired driving prevention. Use them as a resource and gain their support. You'll find it much easier to get your program off the ground.

OPERATIONS

Your Designated Driver program may either be part of a larger organization or an independent entity. A program that operates as part of a larger organization may have access to accounting services, legal services, space, seed money and similar resources from the parent organization. If affiliated with a larger organization, the program can be spun off as a separate organization after it is established.

The size and scope of the program will determine the budget. There are many ways to obtain funding, such as member fees, government or corporate donations, and in-kind contributions. Explain how you'll allocate resources and how these resources will benefit the program and the community.

- You may be more successful getting donations if you ask for services or materials instead of money.
- You should pursue a variety of funding sources:
 - Local and regional foundations and philanthropic organizations,
 - State government,
 - Fund-raising events, such as raffles, sales and entertainment events,
 - Businesses and organizations,
 - Annual fees from participating establishments and
 - Work with judges and prosecutors to levy fines on DWI/DUI offenders that help to fund a Designated Driver program (an example of one such a program appears on page 13).

Ensure that your budget includes: staffing, postage, office space, salaries, fees and benefits, ancillary office expenses, travel and meeting expenses, production/design fees, printing and promotional costs. Staff time is the most costly of these resources, but a lead agency or program partner may be willing to donate staff to the program.

PARTNERSHIPS

Community support is a key to building a successful Designated Driver program. You can begin building partnerships with any number of groups in your community. Partners can help you get the message out that your community stands behind efforts to rid the streets and highways of impaired drivers. Build a partnership among groups in your community that would be able to contribute to long-term or short-term (such as holidays or weekend only) Designated Driver programs.

FORM A COALITION

You have already researched what programs exist in your community and identified potential partners. But why are they important? In most cases, community outreach and advocacy groups are eager to assist you. Law enforcement, MADD chapters and other

groups have existing programs that you can tap into. If a program already exists, you should consider joining them and expanding their efforts.

PROGRAM MARKETING

Publicity and promotion can make or break your program. Regardless of the activities you use to build awareness of your program, there are some basic steps you should take first, such as:

- Appoint someone to lead the publicity and promotion effort. This person should have proven experience in marketing, public relations or communications.
- Identify the program's target audiences. This could be by age, location, gender, etc.
- Set achievable, measurable goals for the program.
- Develop a written plan that outlines the publicity and promotion efforts. This should include timelines and budgets.

For more ideas, check out the Publicity and Promotion section of this guide.

EVALUATION

Basic research can benefit your program so keep statistics on your activities. Without reliable information about how programs work, it is difficult to compare them or to replicate those that succeed. You should maintain records that detail how your program was implemented. For example, you can:

- Survey members of the community to learn their attitudes about impaired driving and Designated Drivers.
- Keep statistics on how many people make use of your Designated Driver program.
- Track the enforcement of DWI arrests and prosecutions in your community.
- Track costs associated with operating a Designated Driver program.
- NHTSA published "The Art of Appropriate Evaluation: A Guide for Highway Safety

Program Managers" (DOT HS 808 894) to help you design your evaluation plan. To obtain a copy, see page 33.

TIPS FOR SPECIFIC GROUPS

As soon as basic program steps are in place, you can reach out to the types of organizations that might be effective partners in stopping impaired driving in your community. This guide features tips and success stories for:

- Community Organizations,
- Employers,
- Educators/College Groups,
- Criminal Justice (i.e., law enforcement, prosecutors and judges),
- The Medical and Health Care Community,
- Hospitality Industry and Retailers, and
- Armed Forces.

SAFE COMMUNITIES

Coalition members can include citizens, law enforcement, public health, medical, injury prevention, education, business, civic and service groups, faith-based organizations, public works offices, and traffic safety advocates. Members help to identify their community's top safety problems and put together a plan to address these issues.

You should also consider partnering with a Safe Communities coalition. A Safe Communities coalition promotes activities to address local highway, traffic safety and other injury prevention issues. It uses a grassroots approach to identify the community's problems and put together a plan to address these issues. You can find out if there is a Safe Communities program in your area by contacting your regional NHTSA office, or visit NHTSA's Safe Communities site at www.nhtsa.dot.gov/safecommunities

COMMUNITY ORGANIZATIONS

A community's commitment to end impaired driving should involve a wide array of community and civic groups. Just about any group active in the community, from Kiwanis and other service groups, religious groups, Toastmasters, the PTA and many other organizations, can make a difference. These groups not only can inform their own members but also provide volunteer support for Designated Driver programs. Here are some ideas to get them involved:

- Publicly endorse the community's Designated Driver program.
- Provide volunteers to participate in existing programs or community events, such as "Lights On For Life" day.
- Publicize the program through news releases and public service announcements.
- Use a newsletter to highlight facts about the consequences of impaired driving, share non-alcoholic drink recipes and provide safe hosting tips.
- Invite speakers to your meetings (law enforcement, emergency room doctors and nurses, victims, etc.) to speak on the dangers of impaired driving. A source for speakers is a local hospital or paramedic team, or a MADD chapter.
- Reproduce the camera-ready fliers included in this kit and distribute them to members and local businesses.
- Send letters to the editor of the local newspaper in support of local Designated Driver programs.
- Host a community forum on ways to reduce impaired driving.
- Contact organizers of events where alcohol is involved, such as Bar Crawls, to distribute literature and encourage the use of Designated Drivers.
- Conduct fundraising events (i.e., silent auctions, bake sales, pot luck dinners, etc.) to provide seed money for a Designated Driver program.

MOTHERS AGAINST DRUNK DRIVING (MADD)

In 1980, a group of mothers joined together to form Mothers Against Drunk Driving. Today, MADD is a recognized leader in the fight against drunk driving and has more than 600 chapters nationwide. MADD's focus is to look for effective solutions to the drunk driving and underage drinking problems, while supporting those who have already experienced the pain of these senseless crimes.

MADD's various programs address victim's assistance issues, underage drinking, public policy and grassroots activism. Among its many programs, MADD may best be known for its promotion and support of National Sobriety Checkpoint Week, the Tie One on For Safety red ribbon campaign, and passage of legislation for a national .08 BAC limit.

To start a chapter or to join as an individual member, please visit www.madd.org

MADD AND THE SAN DIEGO PADRES TEAM UP TO COMBAT DRUNK DRIVING

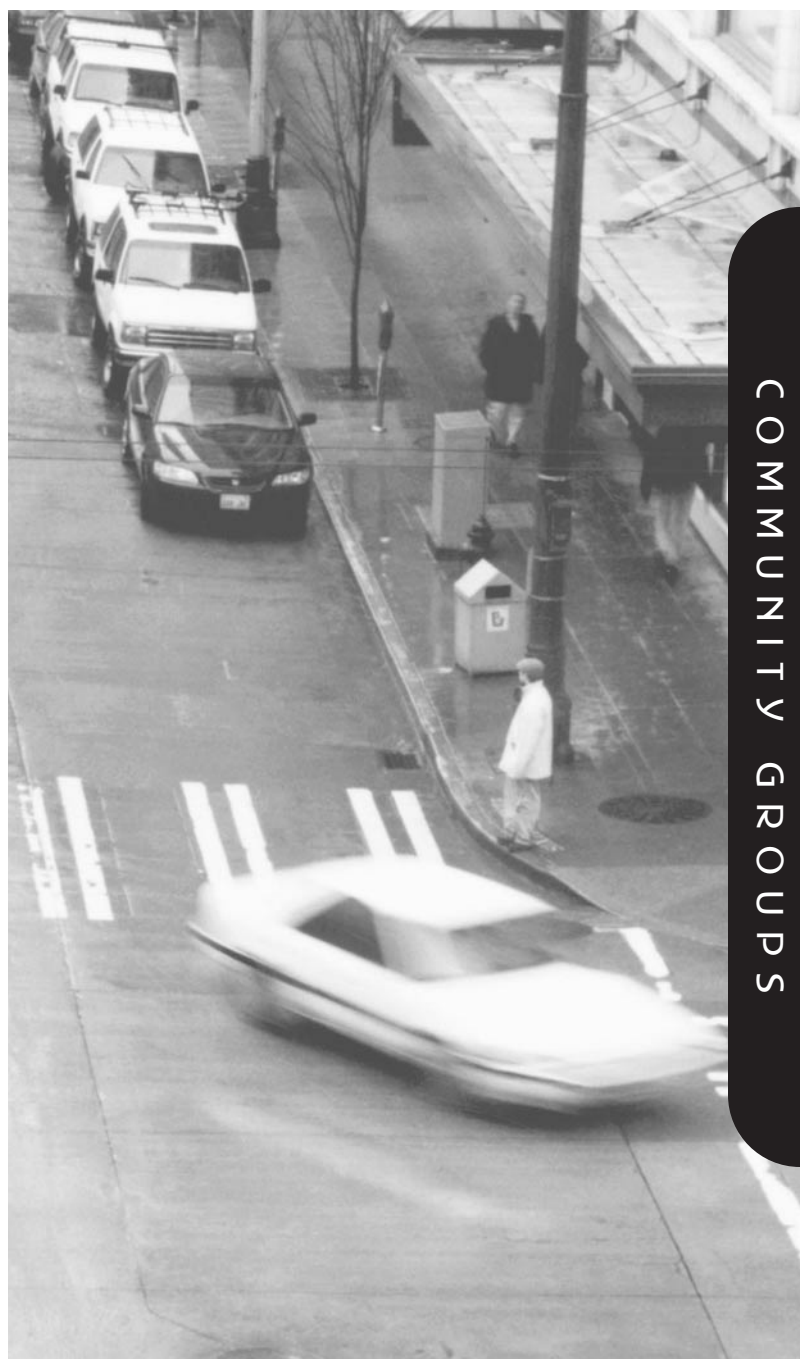
In order to address the problem of safety at the stadium and on San Diego roadways after each home game, the San Diego Padres and the San Diego Chapter of MADD teamed up to create the Dry-er Friar program to encourage fans to designate a sober driver. This season-long campaign emphasizes alternatives to impaired driving and rewards fans that identify themselves as designated drivers. Corporate sponsors of the program include Auto Trader Magazines, the Bob Baker Auto Group and Farmers Insurance Company.

Fans who are at least 21 years old, have a valid drivers license and are not drinking alcohol before, during or after the game are invited to stop by the Dry-er Friar booth, located near Gate G on the concourse at Qualcomm Stadium. The booth, staffed by MADD volunteers, opens two hours before game time and stays open until the second inning. After signing a pledge to remain sober, fans receive a souvenir baseball card and a coupon for a complimentary soft drink.

Last season, more than 77,000 Padre fans signed up to be a Dry-er Friar!

CONTACT INFORMATION

For more information on how to put together a similar program in your area, you can contact MADD San Diego's Executive Director, Bonnie Helander at (760) 746-MADD (6233).



EMPLOYERS

The cost of traffic-related crashes to employers is an estimated \$55 billion each year in direct costs, lost time and workers' compensation. Research shows that alcohol is a contributing factor in 39 percent of all work-related traffic crashes.

Employers can reduce these costs by supporting employees' use of Designated Drivers programs at all company functions where alcohol is served. If alcohol is served at office parties or other social events, employers can help control the amounts consumed and prevent employees from driving impaired by:

- Establishing, publicizing and enforcing company policies about alcohol and drug use.
- Promoting the use of Designated Drivers via e-mail or on company event invitations.
- Always serving food with alcohol.
- Distributing free taxi passes or allowing an employee to expense it so that they can get a safe ride home after the party and back to work the next day in a cab.
- Limiting the number of alcoholic beverages employees consume by giving each employee a fixed number of drink tickets.
- Designating someone to monitor employee drinking and assist anyone who is impaired and needs transportation.
- Never serving alcohol to anyone under 21.
- Serving non-alcoholic cocktails as an alternative.
- Awarding small prizes such as certificates of appreciation to those participating as Designated Drivers.
- Having the company president send an all-staff memo thanking Designated Drivers by name.

In addition to company functions, employers can take a proactive role in promoting community-based Designated Driver programs by:

- Hosting brown-bag luncheons featuring local law enforcement, prosecutors or judges, victims, and health care practitioners to inform and educate employees on impaired driving consequences and laws.
- Placing Designated Driver messages into paycheck envelopes.
- Highlighting the Designated Driver message in company newsletters.
- Providing support or funding to local law enforcement or community groups that organize Designated Driver programs.
- Writing a letter to the editor of a local paper discussing what the company is doing to stop impaired driving.
- Starting company-sponsored Designated Driver program.
- Placing Designated Driver materials in kitchens, snack rooms, copy rooms and restrooms.
- Distributing materials that discuss how drugs — even prescription and over-the-counter medications — and alcohol can impair driving.

By initiating the Designated Driver philosophy in the workplace and taking an active role in combating impaired driving, employers can help save lives.

GEICO INSURANCE'S PROJECT LIFT HELPS MAKE THE HOLIDAYS SAFER FOR ITS EMPLOYEES

GEICO Insurance knows that the winter holidays are among the most dangerous times of the year for drivers, and not just because of the weather. Spurred on by the knowledge that 46 percent of the traffic fatalities nationwide around the holidays were alcohol-related, GEICO instituted a company-wide awareness campaign and Safe Ride program called Project LIFT (Leave In a Free Taxi).

“Project LIFT is an awareness campaign about the dangers of drinking and driving during the holiday season,” said David Schindler, vice president. “First we encourage our associates not to drink and drive. If they do drink, we remind them to limit their intake and to designate a sober driver. However, should associates find themselves — or a friend or family member — unable to operate a motor vehicle safely, we’d rather help pay their way home than have them get behind the wheel of a car.”

That’s where Project LIFT comes in. GEICO will reimburse its associates up to \$25 for their cab fare should they need a cab ride for themselves, a friend or family member. Associates can obtain this reimbursement by filling out a short form available in their local health unit or human resources office, and providing a taxi receipt. Participation in Project LIFT is confidential.

For more information on GEICO’s Project LIFT, contact Ron Williams at (301) 986-2812.



NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY

Many impaired driving crashes occur while commuting to and from work and involve not just employees but their families as well. The Network of Employers for Traffic Safety’s (NETS) mission is to reduce traffic crashes involving America’s workers and their

families by helping employers implement well-developed policies, dynamic workplace programs, and compelling community activities related to traffic safety. Government and industry leaders created the organization to address the human and economic impact of traffic crashes on the nation’s workforce as well as their families and communities. NETS is the only national non-profit organization that focuses its efforts exclusively on introducing traffic to workplace safety management systems. The programs, products and services are designed to reach all employees and their families, not just fleet drivers.

For more information, please visit www.trafficsafety.org

EDUCATORS/COLLEGE GROUPS

Implementing a Designated Driver program for educators and drinking-age college students can be done fairly easily by involving campus organizations and local businesses. Here are some ideas:

EDUCATORS

Professors and other education professionals serve as role models to the young adults whose lives they touch. Educators usually develop strong lines of communication with students, which makes them good candidates to help promote existing programs, or just to encourage college students to make smart decisions concerning drinking and designating sober drivers. A few ideas educators can use are:

- Distribute literature in classrooms and lecture halls.
- Give short presentations promoting the use of Designated Drivers in dormitories, fraternity and sorority houses and campus clubs.
- Place extra emphasis on specif periods in the school year, such as homecoming, fraternity/sorority rush periods, midterms, holiday breaks and graduation week.
- Educate students on the effects drugs and alcohol have on someone's ability to drive.

STUDENT GROUPS/CAMPUS ORGANIZATIONS

Campus organizations and student groups can develop their own programs by volunteering their services and using available resources to spread the word about Designated Drivers. To get involved:

- Use “grass-roots” promotions (flyers, kiosks, and posters) to promote messages in highly populated student areas as well as at local bars and restaurants.
- Student organizations can volunteer drivers to help impaired individuals return home. (Volunteer services such as this should be approved by university officials, as well as local law enforcement to rule out any legal and/or liability concerns that may arise.)
- Approach your student government or college administration about using student fees to help fund a Designated Driver program.
- Conduct fundraising activities to help fund a Designated Driver program.



UNIVERSITY OF TEXAS DESIGNATED DRIVER PROGRAM

The University of Texas Designated Driver Program (UT DDP) was founded in 1989 with the help of a small group of students and the Interfraternity Council. They were concerned for the safety of their friends and wanted to protect and educate other students and the community against the danger of drinking and driving.

Since then, the UT DDP program has grown from a single van that served only Sixth Street and the campus area to a taxicab service providing rides to all students in the Greater Austin area.

The cab service provides transportation to UT students with valid ID from anywhere in Austin to the students' home address. It will not transport students to another party or bar. The cab service operates on Thursday, Friday, and Saturday nights, between the hours of 11:00 p.m. and 3:00 a.m. when classes and exams are in session, and is staffed by student volunteers. Yellow Checker Cab Company provides cab service.

Since Fall 1992, the UT DDP program has provided safe rides for thousands of UT students. Student fees, as well as donations from several small businesses and campus organizations, have primarily funded the program. The UT DDP is run by a student Board of Directors that oversees its operations, volunteer recruitment and promotion.

For more information visit www.utexas.edu/students/utddp/

NATIONAL ORGANIZATIONS FOR YOUTH SAFETY

The National Organizations for Youth Safety (NOYS) is a consortium of student-based educational associations and other groups committed to stopping underage drinking and impaired driving. NOYS provides training for youths in areas such as public speaking, presentation skills and advocacy skills. NOYS has been an active campaign partner, and played a key role in the development of the Zero Tolerance Means Zero Chances Peer Action Guide. It also distributes the "Speak Out and Make NOYS" advocacy training manual, and the Make Your Parties Rock . . Substance Free Party Planner.

A NOYS member, the BACCHUS & GAMMA Peer Education Network is an international association of college and university-based peer education programs focusing on alcohol abuse prevention and other student health and safety issues. Each BACCHUS and GAMMA affiliate group plans programs according to the needs of it's specific campus.

For more information, please visit www.noys.org or www.bacchusgamma.org



CRIMINAL JUSTICE

The criminal justice system is a vital part of your community's Designated Driver program. Research shows that public education, combined with highly visible law enforcement, helps people change their behavior. Prosecutors and judges are equally important, as they are the individuals responsible for trying the impaired driving cases, and handing down penalties, fines and jail sentences.

LAW ENFORCEMENT

High visibility enforcement combined with public education is a powerful force in the fight against impaired driving. Law enforcement should have a strong role in community-based Designated Driver programs. Here's how law enforcement can become more involved:

- Establish partnerships with existing organizations to assist in ongoing public outreach programs.
- Promote the benefits of Designated Driver programs to community organizations such as Lion's Club, U.S. Jaycees or the American Legion.
- Establish a visible presence in areas that have a high density of establishments that serve alcohol.
- Distribute fliers at community events or enforcement activities.
- Volunteer to speak to community groups, church groups or neighborhood gatherings.
- Conduct workshops with community leaders about the effects and consequences of impaired driving.

PROSECUTORS AND JUDGES

Prosecutors and judges can play a valuable role in spreading impaired driving messages, and helping to promote a community's Designated Driver campaign. They understand the legal consequences of impaired driving — and can serve as good sources of information and support when it comes to planning Designated Driver programs. Here are some ideas on how they can help:

- Share stories of true-to-life incidents that show the negative consequences of impaired driving, as well as demonstrate the need for sober drivers.
- Conduct tours of the jail where impaired drivers are detained.

- Help illustrate the difference between making good and bad choices, highlighting how making the simple choice to designate a sober driver can prevent criminal behavior and/or tragedy.
- Actively prosecute impaired driving offenses.
- Discuss liability issues for hosts who allow impaired guests to drive home.
- Serve as legal counsel or advisor to a Designated Driver program.

Prosecutors and judges can also be effective spokespersons for Designated Driver programs. Their experiences with impaired driving cases makes them natural candidates to encourage the use of Designated Drivers. Their knowledge of the subject, and the respect they hold within a community, allow prosecutors and judges to support Designated Driver programs by:

- Promoting Designated Drivers through media interviews.
- Appearing in television and radio PSAs promoting Designated Driver programs and impaired driving prevention.

By securing the support of local prosecutors and judges in advance, you can help ensure that they are prepared for any increases in impaired driving cases that may result from increased enforcement. They should be made aware of the issues and shown the statistics on prevention, as well as encouraged to participate in a sobriety checkpoint, saturation patrol or other enforcement activity.

OPERATION C.A.R.E. (COMBINED ACCIDENT REDUCTION EFFORT)

Operation C.A.R.E. is collaboration between 49 State Police agencies designed to combat impaired driving through law enforcement and prevention messages. Together, the agencies operate nationwide sobriety checkpoint and saturation patrol mobilizations in July and December, and are responsible for implementing the Holiday Lifesavers Weekend activities. For more information, please visit www.careofnorthamerica.org

ASPEN SHERIFF, JUDGES, PROSECUTORS AND COMMUNITY UNITE IN SUPPORT OF TIPSYP TAXI

The Aspen (Colorado) Tipsy Taxi program helps keep both locals and tourists safe from the devastation caused by drunk drivers by offering an alternative to impaired driving. Tipsy Taxi is a Safe Ride Program operated by the Pitkin County Sheriff's Office with the support of local government, businesses, the criminal justice system and local leaders. Bartenders and peace officers are authorized to distribute vouchers good for up to \$75, ensuring that those who may have had too much to drink can get a free taxicab ride home.

The program enjoys enormous support, as shown by the donations and contributions from every segment of the community. Since no tax dollars are used to underwrite Tipsy Taxi, an innovative local judge decided to provide the program with a funding boost. In addition to other penalties, the judge sentences offenders to pay Tipsy Taxi anywhere from \$35 to several hundred dollars, depending on the severity of the drunk driving offense. In fact, Tipsy Taxi's advertising was designed by a graphic artist who was caught driving impaired. He was sentenced by the judge to develop print PSAs as his community service project.

The program operates 24 hours a day, 365 days a year, and during its 18-year existence has given more than 20,000 safe rides home. Through the years the program's budget has ranged from \$7,000 to \$60,000 per year. Deputy Ellen Anderson, who heads up Tipsy Taxi, stresses that all funds raised go directly to getting people safe rides home. She adds that all administrative costs are absorbed by the Pitkin County Sheriff's Office or from specially earmarked donations and contributions made by private citizens and local businesses alike. Since the inception of Tipsy Taxi in 1983, deaths caused by drunk drivers have decreased.

A model partnership, Tipsy Taxi is administered by a volunteer advisory board including representatives from the Pitkin County Sheriff's Office, the Aspen Police Department, the Pitkin County attorney, emergency room physicians, local businesses, the local restaurant association, the local taxi company, the recovering community and citizens at large.

Aspen's Tipsy Taxi has served as a model for similar programs throughout the United States and even Europe. For more information, contact Deputy Ellen Anderson, Pitkin County Sheriff's Office, 970-923-5064, or visit the web site at www.tipsytaxi.com

YOU DRINK & DRIVE. YOU LOSE. MOBILIZATIONS

Impaired driving is an ongoing problem, and the most effective Designated Driver programs are available year round. There are, however, key points during the year where impaired driving seems to be at its worst: during the summer months and the winter holidays.

The National Highway Traffic Safety Administration's (NHTSA) You Drink & Drive. You Lose. campaign stages two law enforcement mobilizations each year — over the July 4th weekend and during the winter holidays — to help raise the driving public's awareness of the devastating toll impaired driving exacts on families, neighborhoods and communities all across America. As you plan your Designated Driver program, consider staging high-profile events or activities during these mobilization periods to support law enforcement's efforts and save lives.



MEDICAL AND HEALTH CARE COMMUNITY

Medical and health care professionals are among the first to see the consequences of an impaired driving crash. Partnering with them provides a means to promote positive messages and prevent the crashes to which they respond. Medical, public health and emergency service organizations you can contact include:

- Local hospitals,
- Fire departments,
- Physicians and nurses,
- Local health department,
- Emergency medical service providers,
- Local American Red Cross chapters and
- Veterans Hospitals (VA).

Activities that incorporate medical and health care professionals into your program might include:

- Confirming that hospitals or clinics have standard policies regarding the release of intoxicated individuals.
- Making sure that physicians and pharmacists inform patients and customers that alcohol and certain prescription drugs do not mix, especially when driving.

- Partnering with community groups that organize Designated Driver programs.
- Contributing funds or providing volunteers to Designated Driver programs.
- Writing a column for the local newspaper about the consequences of drinking and driving.
- Setting up a program to identify and measure the cost to the community of caring for those injured by impaired drivers.
- Speaking to community groups about the effects of impaired driving, as well as alternatives to impaired driving such as designating a sober driver or taking a safe ride home.
- Responding to a mock crash at a local high school, in cooperation with law enforcement and community and student organizations.
- Hosting tours of the emergency department for students and other groups.
- Incorporating impaired driving issues into the curriculum for first year medical students, giving future doctors greater insight into both the societal and medical problems related to impaired driving.
- Using your community's emergency department or rehabilitation center as the background for Designated Driver news conferences. Besides providing a highly visual backdrop, the site is a reminder of the real-life consequences of driving after consuming alcohol or drugs.
- Distributing impaired driving prevention and Designated Driver promotional materials in waiting rooms, admittance desks or cash registers.



HARVARD, HOLLYWOOD AND THE WHITE HOUSE COMBINED FORCES FOR DESIGNATED DRIVER MILLENNIUM MEDIA BLITZ

The Harvard University's School of Public Health (SPH) joined forces with the White House and the entertainment industry in a "Designated Driver" media campaign aimed at curbing alcohol-related fatalities during the Millennium New Year's Eve. At Harvard's request, the President taped a public service announcement (PSA) encouraging the use of Designated Drivers for broadcast on network television between Thanksgiving and New Year's. The campaign's message aired on the major broadcast networks and on 45 national and regional cable networks. In addition, the National Association of Broadcasters distributed the PSA by satellite to all local television stations.

SPH's Hollywood partners kicked off their commitment when CBS aired an episode of Paramount Network Television's Becker that addressed the consequences of alcohol-impaired driving and the importance of Designated Drivers.

Jay Winsten, associate dean at the Harvard SPH and Frank Stanton, director of the School's Center for Health Communication, noted that alcohol-impaired driving was one of the most serious problems facing the millennial celebrations. Their message, "Make It To The Millennium: Designate A Driver" was aimed at stemming the wave of drunk-driving fatalities expected during the celebrations.

While this particular activity was national in scope, it provides an excellent model for what can be done in partnership with your governor's or mayor's offices, a local or state university or college, and local TV and radio stations.

EMERGENCY NURSES CARE

EN CARE is the Emergency Nurses Association's (ENA) Injury Prevention Institute. EN CARE and ENA are committed to reducing the number of preventable injuries through public education. Its alcohol-based programs include:

■ Learning to CARE

An interactive slide presentation for 3rd to 5th graders that addresses the use of alcohol, helpful and harmful drugs, decision making, and peer pressure.

■ Take CARE

Aimed at the population of 55 and above, this slide program focuses on the safe use of medication and highway safety issues.

■ Dare to Care

A 45-minute slide presentation that discusses the consequences of underage alcohol use, drinking and driving, and safety belt non-compliance shows the impact of such behavior on families and others. This program is shown to teens, college students and adults.

For more information, please visit www.ena.org



HOSPITALITY INDUSTRY AND RETAILERS

The hospitality industry provides a large outlet for alcohol consumption. Fortunately, there are responsible and reasonable methods to enjoy what they offer. Designated Driver programs are important and necessary for the hospitality industry and its customers. These tips are a sample of what restaurants, bars and hotels can do to kick off a successful program:

RESTAURANT/BAR

- Provide direct phone lines to local taxi cab services and post the taxi phone numbers in the restrooms, at pay phones and near the entrance and exit of the establishment.
- Have taxi numbers printed on coasters, cocktail napkins, matches and flyers.
- Include the *You Drink & Drive. You Lose.* logo at the bottom of the in-house and carry out menus and on the staff uniforms (pin, apron logo, on the sleeve of the shirt).
- Negotiate with other businesses to purchase a van to be used as a shuttle between participating bars and restaurants. Include advertising on the van for partners contributing to its purchase.
- Distribute a news release to the local paper on restaurant/bar and the Designated Driver or Safe Rides program kickoff.
- Offer a late night menu to discourage drinking on an empty stomach.
- Certify all wait and bar staff in recognizing impaired patrons. A good example is the TIPS (Training for Intervention ProcedureS) program.
- Do not serve anyone who already appears to be impaired.
- Create a standard pour for alcoholic drinks (i.e., jiggers and optic pourers allow more accurate pours)
- Establish drink limits for customers (i.e., one drink at a time per customer).
- Price drinks in ways that discourages over consumption.
- Hire off-duty law enforcement officers to be visible at the exits and parking lots on busy nights.

HOTEL

- Inform guests when they are checking in about the hotel shuttles and taxi services.
- Have Designated Driver, hotel shuttle, or taxi phone numbers printed on the room keys.
- Encourage catering and sales to place Designated Driver materials in sales package.
- Incorporate a taxi shuttle package in catering and sales contracts.
- Donate meeting space or host media events for MADD, SADD or other groups active in the fight against impaired driving.
- Offer discounted room rates to customers booking holiday parties, wedding receptions, etc.
- During special occasions, holidays, or events, pay extra attention to guest consumption and monitor the alcohol accordingly (close the bar an hour early, provide non-alcoholic drinks, etc.).
- Be sure all hotel employees are trained and certified in a server-training program.

In addition to hospitality establishments, other businesses, grocery stores, liquor stores and taxi services can provide useful service to your program. Here are a few ideas:

- Exhibit point of purchase displays (brochures, flyers, donation container, etc.) and posters supporting the local Designated Driver program.
- Encourage local service stations to donate gas to a Safe Ride Program.
- Local car rental businesses or automobile retailers can donate the use of a car.
- Provide volunteers for Designated Driver programs.
- Ask local taxi services and towing companies to participate. They can provide a much-needed service and serve as a source of free advertising for each company involved.
- Contact local businesses or your phone company to inquire about a discounted or complimentary rate for providing cell phones to Safe Rides programs. Offer to mention the donation in publicity activities in exchange for the donated services.

RED TOP CAB COMPANY SUPPORTS SOBER RIDE PROGRAM

Businesses are likely to support your efforts if they see that their money or services are producing some measurable effect for your program. The Washington Regional Alcohol Program's (WRAP) Northern Virginia based SoberRide program has provided more than 10,000 free cab rides home to would-be drunk drivers since 1993. The program's largest quantifiable source of volunteer support comes from its dispatching partner, Red Top Cab of Arlington, Virginia.

For each holiday period when SoberRide is offered, Red Top Cab provides the donated support of at least three communications operators and one dispatcher per day to handle the hundreds of calls that come in to SoberRide's 800 number. It's estimated that Red Top Cab contributes more than \$12,000 per year in support of SoberRide in the form of personnel and free taxi service. Approximately 1,500 taxi cab drivers from seven jurisdictions take part in each Sober Ride campaign.

Evidence of SoberRide's viability is its dramatic growth; its ridership has increased by more than 26 percent just from 1998 to 1999. In tandem with SoberRide's growth — and its efforts to rid Northern Virginia's roads of impaired drivers — alcohol and drug-related traffic fatalities in Northern Virginia have also steadily declined. The number of alcohol and drug-related traffic fatalities in Northern Virginia has dropped for a third year in a row.

This highly successful partnership between a community group and a local business is evidence of the effectiveness of gaining the support of businesses when starting a Designated Driver or Safe Rides program. Developing relationships with local businesses strengthens the partner's ties to the community and helps provide longevity, commitment and support.

For more information contact WRAP at (703) 893-0461.

THE RADISSON HOTEL PRINCETON USES SAFE RIDES TO WIN BIG BUSINESS

The Radisson Hotel in Princeton, New Jersey recognizes that offering their guests a safe ride home is often a key factor in winning new business. In fact, we won a huge 40th birthday bash for our ballroom and the host told me that the free shuttle service we offered their guest was the deciding factor in choosing our facility, said a former Director of Catering.

The Radisson Hotel Princeton pays special attention to making sure its guests are safe. In addition to offering shuttle service as part of catering and room contracts, they also offer the following:

- All banquets are offered a round-trip shuttle service at a discounted rate.
- The hotel shuttle van will pick up and drop off New Year's Eve party-goers within a 10-mile radius.
- The hotel restaurant has a policy of calling a cab or, if available, offering a ride home in the shuttle van to patrons who live within a 10-mile radius.

For more information contact Heather Joie, Sales and Catering, at (609) 452-2400.

TEAM (TECHNIQUES FOR EFFECTIVE ALCOHOL)

Founded in 1985, TEAM is a broad-based coalition of public and private sector that organizations that includes members such as Major League Baseball, National Collegiate Athletic Association and FOX Sports. TEAM works to ensure guest safety and enjoyment at public assembly facilities by: promoting responsible alcohol service and consumption; reducing alcohol-related incidents within the facility and the occurrence of alcohol-impaired driving after the event. The centerpiece of TEAM's effort is its highly regarded responsible alcohol management training program for facility operations and concessionaire managers.

For more information contact TEAM's Executive Secretariat at 301-272-2463.

ARMED FORCES

Motor vehicle crashes are the leading cause of death for military personnel. Impaired driving, not wearing seat belts and driver fatigue are usually involved. The armed forces include a large number of 21- to 34-year-olds, the age group most likely to be in an alcohol related crash.

Every branch of the armed forces has alcohol and substance abuse programs to assist those in need. Designated Driver programs should include local military communities in their planning and activities. You can work with military bases in your community by suggesting that they:

- Develop a competition between units to reduce alcohol-related traffic incidents. Reward units that reach certain milestones (six months, one year, etc.) and recognize them at base events.
- Use base publications, e-mail, bulletin boards, displays, signs and other communication channels to encourage participation in Designated Driver programs, both on and off base.
- Develop talking points for the base Commander or public affairs officers who may have the opportunity to talk to the media.
- Contribute a military vehicle for local "Lights On For Life" Day parades or displays.
- Contribute guest editorials or columns to local newspapers describing the installation's efforts to reduce impaired driving and contribute to the community's efforts.
- Hold 3D Prevention Month activities at on-base schools, clubs and exchanges.
- Invite speakers from the local community (law enforcement, emergency room doctors and nurses, victims) to participate in public information and education efforts.
- Place the *You Drink & Drive. You Lose.* and the *Friends Don't Let Friends Drive Drunk* campaign logos or messages on leave passes.
- Establish a partnership with a local taxi service to provide "Taxi Cards" to all base personnel. In the event of impairment, a taxi will give them a ride home. The person using the card would then be required to reimburse the unit within 15 days.
- Make sure each soldier has been given the base's alcohol and drug policy, as well as any information on Designated Driver programs.
- Remind personnel about base policies concerning impaired driving.
- Establish a "no questions asked" penalty free program to encourage base personnel to use designated drivers.
- Establish a partnership with base groups such as the medical community, emergency medical service providers, military police, clergy and officers.



AIRMEN AGAINST DRUNK DRIVING ACCEPTS MISSION TO STOP DRUNK DRIVING

Airmen Against Drunk Driving (AADD) was formed to eliminate the alarming number of DUIs/DWIs on Air Force bases and in surrounding communities. Their goal is to eliminate future alcohol-related driving incidents by providing military members a method of transportation, without using chain of command and without fear of repercussion.

AADD operates a hotline that is staffed Friday and Saturday nights, as well as during holidays and downfalls, from 2300 to 0400 hours. When an individual calls the hotline, the operator asks the following information: Where are you? How many are in your party? Where do you need to go? How can we identify you when we arrive? In addition, the AADD will also drive vehicles back to base, if necessary. This service is available to all military, military family members and Department of Defense civilians at no charge.

The AADD takes its awareness campaign seriously. They regularly host a Newcomer's orientation and a Commander's briefing to make sure each soldier knows that the Hotline is available as an alternative to driving while impaired. During the summer and winter holidays, when alcohol-related traffic deaths are at their highest, AADD steps up its promotional efforts with articles in base newsletters. In addition, the AADD spearheads the Red Ribbon awareness campaign in partnership with local MADD chapters.

One group alone can't do this comprehensive a program. AADD works in partnership with:

- Squadron Designated Driver programs
- Outside organizations by recruiting them as program sponsors

- 24-7 Care
- Substance abuse clinics
- First Sergeants Association
- Senior Enlisted Advisor
- Numerous Squadron, group and wing commanders

ARMY CENTER FOR SUBSTANCE ABUSE PROGRAMS

The Army Center for Substance Abuse Programs (ACSAP) supports combat readiness by providing program oversight, supervision, inspection, integration, technical assistance, and training development for the operation and management of all elements of the Army Substance Abuse Program (ASAP).

The ASAP is a long-standing and time proven personnel readiness program which continues to be vital to the Army's Drug and Alcohol Program as dictated by statutes and DOD Directives. The ASAP also supports the Army Commanders with:

- A proactive program that focuses on prevention and education,
- The lowest cost, least time consuming, yet effective treatment services and
- A single source of authority for effective and efficient program operation.

Two examples of ASAP's proactive programs are the Army Drug and Alcohol Prevention Training (ADAPT) and the Impaired Driving Curriculum. The purpose of these programs are to begin a dialogue with soldiers who have exhibited high-risk behaviors and to familiarize them with the issues and consequences of impaired driving. For more information on these and other programs, please visit www.acsap.org

PUBLICITY AND PROMOTION

You can plan the best program in the world, but if the word doesn't get out about your effort, how can the program help anyone? You can create greater support for your efforts through publicity and promotion. Publicity is generally defined as working with local media — radio, TV, print and cable — to place stories about your Designated Driver program. Promotion activities include different types of events, brochures, signs, buttons, T-shirts, ribbons — anything distributed to the community that raises awareness of your program, the impaired driving problem and why people should designate sober drivers. This section shows you how media support can help raise awareness of your community's impaired driving problem.

MEDIA OUTREACH

Start the outreach effort by appointing an experienced public information officer or publicity chairperson who knows and understands the local media. Another important step is research. Become familiar with local reporters and writers and stay up-to-date on the issues they write about. This will help you pitch your story to the media. It is important to develop interesting and appealing story lines, or events that tell your story.

CHOOSE YOUR OUTLETS

No matter where you are, you should be able to find media outlets to convey the Designated Driver messages to the public. The following is a list of media outlets you should contact:

- cable and local television stations,
- radio stations,
- daily newspapers (urban and/or community-based),
- weekly newspapers (urban and/or community-based) and
- industry magazines.

CHOOSE YOUR TOOLS

There are a number of different communication tools you can use to convey your message to the media. Before you begin, you should understand what each tool is, and how it fits into your media outreach activities.

MEDIA ADVISORY

Advisories “sell” your event to the media. By explaining the who, what, when and where of your activity. It should explain why your event is newsworthy. It should be sent at least three days before the event and followed up by phone calls to assignment desks and reporters.

NEWS RELEASE

News releases tell your story. They are typically released on the day of the event for publicity, or following an event to describe what took place.

LETTER TO THE EDITOR

A letter to the editor appeals to the public to support your efforts. It informs the community about the impaired driving problem and the steps you are taking to remedy it. Send the letter 10 days to two weeks before your activity.

OPINION-EDITORIAL (OP-ED)

The op-ed is a brief statement from an opinion leader in the community on a subject in which he or she is considered an authority. These statements can influence public opinion and are opportunities for the media to support your cause. You should send the op-ed to the newspapers you have identified seven to 10 days prior to the event.

DROP-IN NEWS ARTICLE

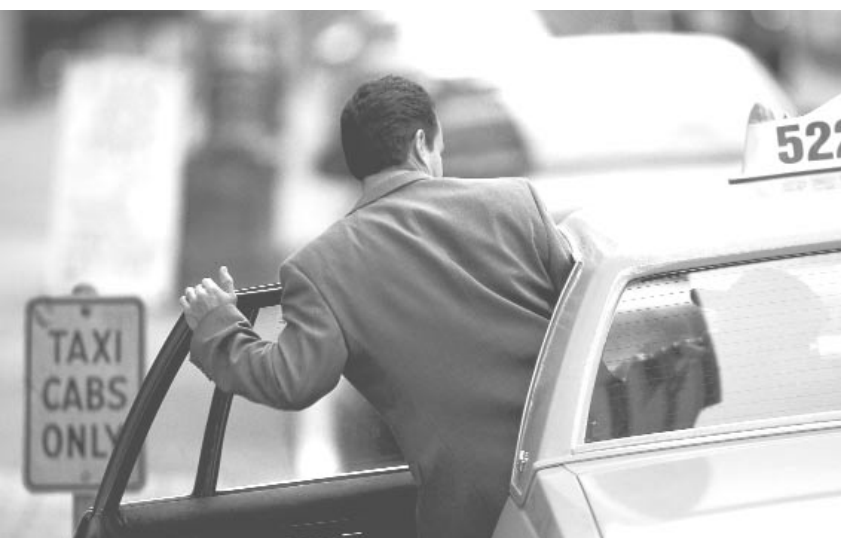
The drop-in article is a pre-written news story. It can be used to inform your community about impaired driving, the need for highly visible enforcement and prevention activities such as designating sober drivers. It can also be used in your community newspapers, on web pages or in newsletters.

RADIO SCRIPTS

Radio stations are required to broadcast public service announcements to the community. Use this to your advantage by providing local stations with the scripts provided on page 26. You should accompany the scripts with a letter explaining how impaired driving is a problem in your community and ask for the station's support in your efforts to reduce the problem. Suggest that traffic reporters can remind listeners about the *You Drink & Drive. You Lose.* campaign and urge them to designate a sober driver. It is a good idea to place a follow-up call to the station to make sure they've received the scripts, and to further encourage their use.

PRINT PUBLIC SERVICE ANNOUNCEMENTS (PSAS)

Just like radio stations, newspapers and magazines often use print PSAs. You should send the PSAs (along with a cover letter) to newspapers approximately two to three weeks before your event. Placement of these free ads in the weeks prior to the event can help raise awareness of the problem and build momentum for enforcement period efforts. Camera-ready print PSAs are located in the back pocket of this guide.



OUTREACH STRATEGIES

You know your local media best. Over time, you may develop a strong sense of which stories various media outlets will find newsworthy. Use these outreach strategies to publicize your local *You Drink & Drive. You Lose.* campaign and Designated Driver program.

PLAN AHEAD

The earlier you begin, the easier it will be for you to generate positive media results for your activities. Advance notice helps editors and producers plan their schedules to include coverage of your story or event. You can adapt the sample letter to the editor and sample news release to notify the media of your planning, and the reasons such action is necessary. Coordinate your outreach activities with local partners or other groups in your community that are active in the fight against impaired driving. After you have sent out your letters, PSAs and releases, telephone media contacts to pitch your story.

BE PREPARED

Sometimes a story is directly based on a news release. But there are times that a reporter may want to conduct an interview to add more detail or flavor. When the time for an interview comes, it is important to understand the procedure.

Research the types of stories the interviewing reporter has done in the past. Be considerate of the interview-

er's schedule — journalists and other media professionals work on tight deadlines. Be prepared for the media to contact you. If they do not receive your input in time, they will not include your story and may be less likely to contact you in the future.

Reporters are interested only in information that constitutes real news, not self-promotion. It is important to stay current with local crash data, to ensure an informative and efficient interview. Provide prompt and accurate responses to an interviewer's questions. If you don't feel comfortable answering a question or don't have the information to accurately answer, be honest with the reporter. Say you don't have the answer but you will get back to them right away. By doing so, the media is more likely to respect you and use your information, now and in future stories.

Finally, determine the messages you want to communicate. Figure out the questions that you want to be asked and know your answers ahead of time, and stick to your message regardless of the questions. If you already know what you want to say, it will be easier to work those points into the discussion. A media interview question and answer is located on page 30 to help you prepare.

STAY AVAILABLE

Encourage the media to contact you with follow-up questions. Reporters may call you back as they begin to write their stories. This is another opportunity to pitch your message and ensure your views and statements are accurately expressed.

FURTHER THE RELATIONSHIP

Don't consider the media merely a vehicle for conveying your messages. The media can also play an active role by becoming a partner in your Designated Driver program. Urge radio, TV, and cable stations to run public service announcements urging people to designate a sober driver.



WHAT TO EXPECT

Initiating partnerships with the media gives you an opportunity to provide reporters with the facts. Once you have sent out your materials, contacted your local media outlets, and participated in interviews, there are some results you should reasonably expect to see.

These include:

- Stories publicizing your efforts.
- Stories highlighting the impaired driving problem in the nation and your community, as well as organizations (like yours) working to solve the problem.
- Educational stories highlighting alternatives to impaired driving.
- Reporters utilizing you as a community expert in future impaired driving stories.
- Sponsorships by media organizations of community *You Drink & Drive. You Lose.* campaign events and activities.

WHAT IF THE STORY IS NEGATIVE?

Remember that there are two sides to every issue and some editors/producers might take a negative view of your efforts. There are times when a negative quote or story may appear about your coalition or its activities. You shouldn't let this discourage you from conducting activities in the future, or to continue promoting your efforts through the media.

If you respond to a negative story, here are some basic rules:

- Don't insult the writer or publication.
- Be positive in your tone.
- Correct wrong information clearly and concisely.
- Use facts — not emotions.

MEDIA EVENT IDEAS

To encourage media coverage, it is important to make your promotion or event unique and compelling. The following ideas effectively demonstrate the severity of the impaired driving problem in a creative manner to gain media interest:

- Placing a pair of empty shoes on the state capital steps for every victim of an impaired driving crash in the past 12 months.
- Create life-size posters from pictures of those who died from impaired driving on the previous year's holiday.
- Place state flags in the ground corresponding with the number of impaired driving fatalities over the past 12 months.
- Obtain a car that was damaged in an impaired driving crash and place it at the event site.
- Hold a news conference in a hospital emergency room.
- Stage a mock sobriety checkpoint at the media event.
- Invite victims of impaired driving, law enforcement officers, and public officials to speak.
- Use local or national statistics.

CALENDAR OF YEAR ROUND IDEAS

JANUARY

- Encourage people to be Designated Drivers as part of their New Year's resolution.
- At New Year's parties, distribute cards with the phone numbers of local taxi services.
- Incorporate the Designated Driver and Safe Rides program messages into your memorial plans for Martin Luther King, Jr. Day.
- Provide prizes for the Designated Drivers at your Super Bowl party.
- Contact local sports bars to promote Designated Driver and Safe Rides programs with their Super Bowl festivities.

FEBRUARY

- Show your friends that you love them by taking the group out to celebrate Valentine's Day and volunteering to be the Designated Driver.
- Have a Mardi Gras party serving non-alcoholic drinks.

MARCH

- Encourage restaurants to reward Designated Drivers on Saint Patrick's Day with a pot of gold by giving away specialized prizes.
- During Spring Break activities, make sure coolers are stocked with non-alcoholic beverages.
- Stay at a hotel that is within walking distance of bars and restaurants.
- Establish partnerships with hotels to use shuttles to transport guests to restaurants and bars.

APRIL

- Promote Alcohol Awareness Month in coordination with the start of baseball season by organizing Designated Driver pledge programs at major league and local playing fields (see Dry-er Friar program on page 7).

MAY

- Hold a symbolic Memorial Day event for the victims of drunk driving crashes.
- Join with local SADD chapters to help plan alcohol-free celebrations during Prom and Graduation.
- Contact Mexican-style restaurants and local community groups to give them Designated Driver and Safe Rides materials to use in conjunction with their Cinco de Mayo celebrations.

JUNE

- Make sure weddings are happy occasions by providing guests with alternatives such as lodging, a taxi service or ensuring that everyone has a Designated Driver.
- Encourage caterers to include Designated Driver and Safe Rides materials in their wedding packages.

JULY (*YOU DRINK & DRIVE. YOU LOSE.* MOBILIZATION PERIOD)

- Aid law enforcement by volunteering for sobriety checkpoints and saturation patrol mobilizations.
- Get involved in National Sobriety Checkpoint Week.
- Designate a driver for your Fourth of July picnic, or volunteer to be a Designated Driver at another party.

AUGUST

- Don't forget about designating a sober driver or planning to get a safe ride when you are on vacation.
- Encourage businesses at your favorite vacation spots to start Designated Driver programs.
- Start your own Safe Communities coalition.
- Promote Zero Tolerance Means Zero Chances at back-to-school orientations.

SEPTEMBER

- Contact employers and local businesses and encourage them to distribute promotional campaign materials in employees' paychecks.
- Promote Designated Driver and Safe Rides programs in coordination with the start of the football season (see Dry-er Friar program on page 7).
- Participate in Network of Employers for Traffic Safety (NETS) Drive Safely to Work Week Campaign.
- Promote Labor Day Designated Driver and Safe Ride programs.

OCTOBER

- Throw a Halloween party to remember. Encourage your guests to eat and control their

alcohol consumption by having one person pour drinks. Avoid open bars and self-serve alcoholic punch bowls.

- Serve "mocktails" at your homecoming and college football parties.

NOVEMBER

- Encourage the traditional after dinner nap on Thanksgiving, especially for those who have been drinking.

DECEMBER (*YOU DRINK & DRIVE. YOU LOSE.* MOBILIZATION PERIOD)

- Hold a 3D Prevention Month event.
- Urge local employers to provide safe transportation from holiday parties.
- Make sure your holiday party is a hit. Have lots of food and activities to draw the attention away from the hot toddies and eggnog.
- Place a basket by the door where guests can drop their keys.
- Encourage residents to place Designated Driver and Safe Rides messages on their party invitations.
- Serve non-alcoholic champagne at your New Year's Eve party.



MEDIA Q&A'S

WHAT IS IMPAIRED DRIVING?

Impaired driving means operating a motor vehicle or motorcycle while one is affected by alcohol or drugs, including prescriptions and over-the-counter medications.

WHY IS IMPAIRED DRIVING A PROBLEM?

Impaired driving costs Americans billions of dollars each year in lost time, lost property and lost lives. In 1999, about 16,000 fatalities and more than 305,000 injuries occurred due to alcohol-related crashes. This translates into one death every 33 minutes and one injury every two minutes. Additionally, traffic-related crashes annually result in more than \$45 billion in economic costs.

WHAT IS BEING DONE TO STOP IMPAIRED DRIVING?

Communities all across the country are taking steps to fight the impaired driving problem. Designated Driver programs help residents learn the alternatives

to driving while impaired. There are three practical options available to anyone:

- Designate a sober driver before you go out.
- Call a taxi cab or Safe Ride program.
- Arrange to spend the night where you are going to be drinking.

WHAT IS A DESIGNATED DRIVER?

A Designated Driver is someone who agrees not to drink any alcoholic beverages and to transport home safely those who are impaired.

WHY SHOULD PEOPLE USE A DESIGNATED DRIVER?

At the current rate, one in three Americans will be involved in an impaired driving crash in their lifetime. Designating a sober driver reduces the possibility of becoming a crash victim. Choosing a Designated Driver eliminates the chance of being arrested for impaired driving. Party hosts should encourage their guests to use Designated Drivers or to call a taxicab so that they can avoid liability in the event someone is injured or killed by a guest leaving the party.

HOW DO YOU CHOOSE A DESIGNATED DRIVER?

People should select their Designated Driver before going out. The Designated Driver is not the least intoxicated person — it is the person who has had no alcohol or who is taking no medication that might impair their ability to safely operate a motor vehicle. People can volunteer to be the designated driver, you can draw straws or flip a coin. If something unexpected occurs and you can't get a ride home with your Designated Driver, call a taxicab, spend the night where you are, or call a sober friend for a ride.

WHAT ARE SOME LAW ENFORCEMENT ACTIVITIES TO STOP IMPAIRED DRIVING?

Highly visible enforcement is a proven method for deterring drivers from getting behind the wheel after drinking or using drugs. Sobriety checkpoints and saturation patrols are useful tools to reduce impaired driving.

At sobriety checkpoints, law enforcement officials evaluate drivers for signs of alcohol or drug impairment at designated locations. Vehicles are stopped in a specific sequence, such as every other vehicle or every fourth, fifth or sixth vehicle. Sobriety checkpoints must display warning signs to motorists, whereas saturation patrols do not.

Saturation patrols are concentrated enforcement efforts that target impaired drivers by observing moving violations such as reckless driving, speeding, aggressive driving, and others. Saturation patrols are spread over a high-risk section of town or an entire community. In saturation patrols, motorists and motorcyclists are evaluated on an individual basis because certain behaviors have been displayed to law enforcement officers while the vehicle is in motion.

Well-publicized sobriety checkpoints and saturation patrols educate the general driving public that breaking traffic laws is a serious problem and that violators will be punished.

DESIGNATED DRIVER AND SAFE RIDE

NATIONAL PARTNERS

There is an established network of organizations to work with — you don't have to do it alone. Each are followed by their capabilities. Beyond the national partners, there are many other national organizations that are active in the fight against impaired driving. Many of the groups listed in this section have local affiliates. If you are not sure that a local affiliate is in your area, contact the national office. They will be able to let you know the chapter nearest you.

PRIMARY PARTNERS

National Highway Traffic Safety Administration

Traffic Safety Programs
400 7th Street, SW, NTS-20
Washington, DC 20590
Web site: www.nhtsa.dot.gov

International Association of Chiefs of Police

515 N. Washington St.
Alexandria, VA 22314-2357
Web site: www.theiacp.org

National Organization of Black Law Enforcement Executives

4609 Pinecrest Office Park Drive,
Suite F
Alexandria, VA 22312-1442
Web site: www.noblenatl.org

Operation C.A.R.E.

c/o Iowa State Patrol
Wallace State Office Building
Des Moines, IA 50319

National Association of Governors' Highway Safety Representatives

750 First Street, NE, Suite 720
Washington, DC 20002-4241

National Sheriffs' Association

1450 Duke Street
Alexandria, VA 22314
Web site: www.sheriffs.org

ADDITIONAL ORGANIZATIONS

There are many different national organizations active in the fight against impaired driving. Consider contacting these groups to find out if they have a local chapter or affiliate in your community.

HEALTH CARE ORGANIZATIONS

American Academy of Family Physicians

8880 Ward Parkway
Kansas City, Missouri 64114
Web Site: www.aafp.org
Resources: Publications involving advocacy for and education of patients.

American Ambulance Association

1255 Twenty-Third Street, NW
Washington, DC 20037-1174
Web site: www.the-AAA.org
Resources: Manuals and guidelines for traffic safety and ambulance standard practices.

American College of Emergency Physicians

P.O. Box 619911
Dallas, TX 75261-9911
Web site: www.acep.org
Resources: Fact sheets, brochures, talking points and other handouts concerning impaired and aggressive driving.

American Public Health Association

1015 15th Street, NW
Washington, DC 20005-2605
Web site: www.apha.org
Resources: News and publications involving advocacy and scientific research information.

American Trauma Society

8903 Presidential Parkway #512,
Upper Marlboro, MD 20772
Web site: www.amtrauma.org
Resources: Professional educational courses and institutional seminars.

Emergency Nurses CARE, Inc. (Cancel Alcohol-Related Emergencies)

205 South Whiting Street #403
Alexandria, VA 22304
Web site: www.ena.org
Resources: Volunteers in 46 states to present programs about underage alcohol use, impaired driving and safety belt use.

National Association of EMS Physicians (NAEMSP)

P.O. Box 15945-281
Lenexa, KS 66285-5945
Web site: www.naemsp.org
Resources: Educational materials, conferences and other meetings concerning safe driving practices.

National Association of Emergency Medical Technicians (NAEMT)

408 Monroe Street
Clinton, MS 39056-4210
Web site: <http://199.173.28.151/public/default.htm>
Resources: Educational software, graphics, policies and press releases.

COMMUNITY AND ADVOCACY ORGANIZATIONS

Citizens Against Drug Impaired Drivers (C.A.N.D.I.D.)

P.O. Box 170970
Milwaukee, WI 53217-8086

Citizens for Reliable and Safe Highways (CRASH)

116 New Montgomery Street, Suite 501
San Francisco, CA 94105

Web site: www.trucksafety.org

Resources: Fact sheets and other public education materials about large vehicle operation and driving safety.

Join Together

441 Stuart Street, 7th Floor
Boston, MA 02116

Web site: www.jointogether.org

Resources: Supports efforts to reduce, prevent and treat substance abuse across the nation. Offers reports, newsletters and community action toolkits.

Mothers Against Drunk Driving (MADD)

511 East John Carpenter Freeway #700
Irving, TX 75062

Phone: (214) 744-MADD (6233)

Web site: www.madd.org

Resources: Information on MADD holiday awareness programs, including Designate a Driver and Tie One on for Safety; statistics and background information on impaired driving; contacts at state and local MADD chapters.

Remove Intoxicated Drivers (RID-USA)

P.O. Box 520

Schenectady, NY 12301

Web site: www.crisny.org/not-for-profit/ridusa

Resources: Mailing of planners, bulletins, newsletters and information booth distribution.

Safe Communities

NHTSA Region VI

819 Taylor Street

Room 8a38

Fort Worth, TX 76102-6177

YOUNG ADULT OUTREACH ORGANIZATIONS

American School Health Association (ASHA)

18010 Fence Post Court
Gaithersburg, MD 20879

BACCHUS and GAMMA Peer Education Network

P.O. Box 100430

Denver, CO 80250

Web site: www.bacchusgamma.org

Resources: Impaired driving prevention program for college students; college student advocates are available to serve on community task forces.

National Interfraternity Conference

3901 West 86th Street, Suite 390

Indianapolis, IN 46268-1791

North-American Interfraternity Conference (NIC)

3901 West 86th Street, Suite 390

Indianapolis, IN 46268-1791

Web site address: www.nicindy.org

Resources: This international confederation of 67 men's college fraternities serves the college community and has over 5 million alumni worldwide and approximately 400,000 students in 5,500 chapters on 800 campuses throughout Canada and the United States of America. Resources include consultation and educational workshops on recruitment, risk management, scholarship, values and ethics, public relations, leadership and governance, interfraternity and a peer-facilitated program designed to examine and redefine norms.

National Organizations for Youth Safety (NOYS)

National Highway Traffic Safety Administration

Office of Communications and Outreach
Room 5119, NTS-22

400 Seventh Street, SW

Washington, DC 20590

Resources: The "Speak Out and Make NOYS" advocacy training manual and the New Years Eve NOYS 2000 Party Planner with banner and poster. NOYS also provides training for youth in public speaking, presentation skills, advocacy skills, etc.

RADDKids

4370 Tujunga Ave

Studio City, CA 92679

Students Against Destructive Decisions, Inc. (SADD)

255 Main Street

P.O. Box 800

Marlboro, MA 01752

Web site: www.nat-sadd.org

Resources: Impaired driving prevention activities for young people.

TRANSPORTATION AND HIGHWAY SAFETY ORGANIZATIONS

AAA Foundation for Traffic Safety

11000 AAA Drive

Heathrow, FL 32746-5063

Web site: www.aaa.com

Resources: Educational materials and support for public service efforts.

Advocates for Highway and Auto Safety

750 First Street, NE, Suite 901

Washington, DC 20002

Web site: www.saferoads.org

Resources: State impaired driving legislation status reports; information getting involved in state legislative activities.

National Commission Against Drunk Driving

1900 L Street, NW, #705

Washington, DC 20036

Web site: www.ncadd.com

Resources: Statistical data, resource referrals, conference reports, and other program awareness materials.

National Road Safety Foundation, Inc. (formerly The Manocherian Foundation)

3 New York Plaza, 18th Floor

New York, NY 10004

Resources: VHS films: The Aftermath and Sex, Lies & Profits (both free of charge) and educational films concerning safe driving.

National Safety Council

1121 Spring Lake Drive

Itasca, IL 60143-3201

Web site: www.nsc.org

Resources: Information, statistics, and programs addressing impaired driving.

National Transportation Safety Board

490 L'Enfant Plaza East, SW

Washington, DC 20594

Web site: www.nts.gov

Contact: Kevin Quinlan

Resources: Legislation, testimony, safety recommendations, advice, and speakers.

Network of Employers for Traffic Safety (NETS)

1900 L Street, NW #705

Washington, DC 20036

Web site: www.trafficsafety.org

Resources: State program coordinator contact information, statistical data, resource referrals, conference reports, and other program awareness materials.

OTHER PUBLIC SAFETY ORGANIZATIONS

International Assoc. of Campus Law Enforcement Admin.

2304 Ivy Road
Charlottesville, VA 22903

International Association of Fire Chiefs

4025 Fair Ridge Drive
Fairfax, VA 22033-2868
Web site: www.iafc.org
Resources: Publications and advocacy materials for local fire and EMS officials.

FEDERAL AGENCIES

Substance Abuse and Mental Health Services Administration - Center for Substance Abuse Prevention (SAMHSA-CSAP)

5600 Fishers Lane
Rockville, MD 20857
Web site: www.samhsa.gov/csap
Resources: Resource for information about substance abuse prevention. The latest studies and surveys, resource guide, video and other types of information and materials are available.

National Institute on Drug Abuse

6001 Executive Boulevard
Bethesda, Maryland 20892
Web site: <http://www.nida.nih.gov>
Resources: Offers reports, scientific research and other publications involving alcohol and drug abuse.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

6000 Executive Boulevard,
Willco Building
Bethesda, Maryland 20892-7003
Web site: <http://www.niaaa.nih.gov/>
Resources: Conducts research and disseminates findings to healthcare providers, researchers, policy makers and the public.

Office of Juvenile Justice and Delinquency Prevention

U.S. Department of Justice, Office of Justice Programs
810 Seventh Street N.W.
Washington, DC 20531
Web site: <http://ojjdp.ncjrs.org>
Resources: OJJDP offers a number of grants, programs and materials involving juvenile justice issues.

U.S. Centers for Disease Control and Prevention

1600 Clifton Rd., NE
Atlanta, GA 30333
Web site: <http://www.cdc.gov/>
Resources: Current fact sheets, reports, activities and other materials.

U.S. Department of Education

400 Maryland Avenue, SW
Washington, DC 20202-0498
Web site: <http://www.ed.gov>
Resources: Information for teachers, administrators, policy makers, researchers, parents and students.

U.S. Department of Justice

10th Street and Constitution Avenue, NW
Washington, DC 20030
Web site: <http://www.usdoj.gov>
Resources: Publications and documents relating to impaired driving and zero tolerance laws.

MEDIA AND ENTERTAINMENT ORGANIZATIONS

The Ad Council

1899 L Street, NW
Suite 700
Washington, DC 20036
Web site: www.adcouncil.org Resources: Produces more than 35 campaigns each year including the "Innocent Victims" impaired driving campaign.

Entertainment Industries Council, Inc.

1760 Reston Parkway, Suite 415
Reston, VA 20190-3303
Resources: Video: Learning the Hard Way; depiction suggestions; impaired driving media recommendations.

National Association of Broadcasters

1771 N Street, NW
Washington, DC 20036
Web site: www.nab.org
Resources: Scripts and TV public service announcements, background and programming ideas for broadcasters on alcohol abuse and drinking and driving.

RETAIL AND INDUSTRY ORGANIZATIONS

Cellular Telecommunications Industry Association (CTIA)

1250 Connecticut Avenue, NW #200
Washington, DC 20036
Web site: www.wow-com.com
Resources: Materials on the safe use of wireless phones while driving and reporting impaired drivers.

The Century Council

1310 G Street, NW, Suite 600
Washington, DC 20005-3000
Web site: www.centurycouncil.org
Resources: Programs fall into five main areas: education for middle school through college; legislation to prevent drunk driving and underage drinking and driving; retailer support to discourage drunk driving and illegal underage attempts to purchase alcohol; and culturally sensitive ethnic programs.

Health Communications, Inc.

The TIPS® Program
1101 Wilson Boulevard, Suite 1700
Arlington, VA 22209
Web site: www.gettips.com
Resources: Provide workshops to train people to prevent intoxication Safe Holiday Party Tips press release; and speakers.

National Alcohol Beverage Control Association

4216 King Street West
Alexandria, VA 22302
Web site: <http://www.nabca.org>
Resources: Provides programs and information on the benefits and preservation of the alcohol beverage control systems.

Recording Artists, Actors and Athletes Against Drunk Driving (RADD)

4370 Tujunga Avenue, Suite 105
Studio City, CA 91604
Web site: www.radd.org
Resources: "Designated Driver" PSAs for broadcasters. Cost is just \$4.00 per CD for shipping and handling. Request a RADD order form by faxing to (818) 752-7792.

National Licensed Beverage Association

20 South Quaker Lane, Suite 230
Alexandria, VA 22314
Web site: www.nlba.org
Resources: Tools and materials promoting the responsible sale of alcoholic beverages.

National Association of Convenience Stores

1605 King Street
Alexandria, VA 22314-2792
Web site: www.cstorecentral.com
Resources: Training materials for employees selling beer; techniques for alcohol management.

NHTSA REGIONAL OFFICES

Region I

Volpe National Transportation Systems Center
55 Broadway-Kendall Square, Code 903
Cambridge, MA 02142
Phone: (617) 494-3427
Fax: (617) 494-3646
States – CT, ME, MA, NH, RI, VT

Region II

222 Mamaroneck Avenue, Suite 204
White Plains, NY 10605
Phone: (914) 682-6162
Fax: (914) 682-6239
States – NY, NJ, PR, VI

Region III

10 South Howard Street, Suite 6700
Baltimore, MD 21201
Phone: (410) 962-0090
Fax: (410) 962-2770
States – DE, DC, MD, PA, VA, WV

Region IV

Atlanta Federal Center
61 Forsyth Street, SW, Suite 17T30
Atlanta, GA 30303
Phone: (404) 562-3739
Fax: (404) 562-3763
States – AL, FL, GA, KY, MS, NC, SC, TN

Region V

19900 Governor's Drive
Suite 201
Olympia Fields, IL 60461
Phone: (708) 503-8822
Fax: (708) 503-8991
States – IL, IN, MI, MN, OH, WI

Region VI

819 Taylor Street
Room 8a38
Fort Worth, TX 76102-6177
Phone: (817) 978-3653
Fax: (817) 978-8339
States – AR, LA, NM, OK, TX and the Indian Nations

Region VII

901 Locust Street
P.O. Box 412515
Kansas City, MO 64106
Phone: (816) 329-3900
Fax: (816) 329-3910
States – IA, KS, MO, NE

Region VIII

555 Zang Street
Room 430
Lakewood, CO 80228
Phone: (303) 969-6917
Fax: (303) 969-6294
States – CO, MT, ND, SD, UT, WY

Region IX

201 Mission Street
Suite 2230
San Francisco, CA 94105
Phone: (415) 744-2995
Fax: (415) 744-2532
States – AZ, CA, HI, NV, American Samoa, Guam, Northern Mariana Island

Region X

3140 Jackson Federal Building
915 Second Avenue
Seattle, WA 98174
Phone: (206) 220-7640
Fax: (206) 220-7651
States – AK, ID, OR, WA

STATE HIGHWAY SAFETY OFFICES

Alabama

Department of Economics and Community Affairs
401 Adams Avenue
Montgomery, AL 36103-5690
Phone: (334) 242-8672
Fax: (334) 242-5515

Alaska

Department of Transportation
3132 Channel Drive, Room 145
Juneau, AK 99801-7898
Phone: (907) 465-4374
Fax: (907) 465-4030

Arizona

Governor's Office of Highway Safety
3030 North Central, Suite 1550
Phoenix, AZ 85012
Phone: (602) 255-3216
Fax: (602) 255-1265

Arkansas

Director of Highways and Transportation
P.O. Box 2261
10324 Interstate 30
Little Rock, AR 72203-2261
Phone: (501) 569-2211
Fax: (501) 569-2969

California

Office of Traffic Safety
7000 Franklin Blvd., Suite 440
Sacramento, CA 95823
Phone: (916) 262-0990
Fax: (916) 262-2960

Colorado

Department of Transportation
4201 E. Arkansas Avenue
Denver, CO 80222
Phone: (303) 757-9799
Fax: (303) 757-9868

Connecticut

Department of Transportation
P. O. Box 317546,
2800 Berlin Turnpike
Newington, CT 06131-7546
Phone: (860) 594-2370
Fax: (860) 594-2374

Delaware

Department of Public Safety
P.O. Box 818
Dover, DE 19903-0818
Phone: (302) 739-4321
Fax: (302) 739-4874

District of Columbia

District Division of Transportation
Reeves Center, 6th Floor
2000 14th Street, NW
Washington, DC 20009
Phone: (202) 673-6813
Fax: (202) 939-8191

Florida

Department of Transportation
605 Suwannee Street, MS-57
Tallahassee, FL 32399-0450
Phone: (850) 922-5820
Fax: (850) 922-2935

Georgia

Governor's Office of Highway Safety
One Park Tower
34 Peachtree Street, Suite 1600
Atlanta, GA 30303
Phone: (404) 656-6996
Fax: (404) 651-9107

Hawaii

Department of Transportation
869 Punchbowl Street
Honolulu, HI 96813
Phone: (808) 587-2150
Fax: (808) 587-2167

Idaho

Department of Transportation
P.O. Box 7129
3311 West State Street
Boise, ID 83707
Phone: (208) 334-8807
Fax: (208) 334-8195

Illinois

Department of Transportation
P.O. Box 19245
3215 Executive Park Drive
Springfield, IL 62794-9245
Phone: (217) 782-4972
Fax: (217) 782-9159

Indiana

Governor's Office
Room 206, State House
Indianapolis, IN 46204
Phone: (317) 232-2588
Fax: (317) 232-3443

Iowa

Department of Public Safety
Wallace State Office Building
502 East Ninth Street
Des Moines, IA 50319
Phone: (515) 281-5104
Fax: (515) 242-6136

Kansas

Department of Transportation
Docking St. Building, 7th Floor
Topeka, KS 66612-1568
Phone: (785) 296-3461
Fax: (785) 296-0195

Kentucky

Kentucky State Police HQ
Highway Safety Branch
919 Versailles Rd., 2nd Floor
Frankfort, KY 40601-2638
Phone: (502) 695-6306
Fax: (502) 573-1634

Louisiana

LA Highway Safety Commission
P.O. Box 66336
Baton Rouge, LA 70896
Phone: (225) 925-6991
Fax: (225) 922-0083

Maine

Bureau of Highway Safety
164 State House Station
Augusta, ME 04333
Phone: (207) 624-8756
Fax: (207) 624-8768

Maryland

State Highway Administration
707 North Calvert St.
Baltimore, MD 21203-0717
Phone: (410) 545-0400
Fax: (410) 209-5009

Massachusetts

Governor's Highway Safety Bureau
10 Park Plaza, Suite 5220
Boston, MA 02116-3933
Phone: (617) 973-8911
Fax: (617) 973-8917

Michigan

Office of Highway Safety Planning
4000 Collins Road
P.O. Box 30633
Lansing, MI 48909-8133
Phone: (517) 336-6477
Fax: (517-333-5756

Minnesota

Department of Public Safety
445 Minnesota St., Ste. 1000
St. Paul, MN 55101-2156
Phone: (651) 296-6642
Fax: (651) 297-5728

Mississippi

Governor's Highway Safety Programs
Department of Public Safety Planning
P.O. Box 23039
3750 I-55N. Frontage Rd.
Jackson, MS 39211
Phone: (601) 987-4990
Fax: (601) 987-4154

Missouri

Missouri Division of Highway Safety
P. O. Box 104808
Jefferson City, MO 65110
Phone: (573) 751-7643
Fax: (573) 634-5977

Montana

Department of Transportation
Traffic Safety Bureau
P.O. Box 201001
2701 Prospect Ave, RM 311
Helena, MT 59620-1001
Phone: (406) 444-7301
Fax: (406) 444-0807

Nebraska

Department of Motor Vehicles
P.O. Box 94789
301 Centennial Mall South
Lincoln, NE 68509
Phone: (402) 471-3900
Fax: (402) 471-9594

Nevada

Department of Public Safety
555 Wright Way
Carson City, NV 89711-0099
Phone: (775) 684-4556
Fax: (775) 687-4692

New Hampshire

Highway Safety Agency
Pine Inn Plaza, 117 Manchester St.
Concord, NH 03301
Phone: (603) 271-2131
Fax: (603) 271-3790

New Jersey

Division of Highway Traffic Safety
225 East State Street, CN-048
Trenton, NJ 08625
Phone: (609) 633-9300
Fax: (609) 633-9020

New Mexico

Highway and Transportation
Department
P.O. Box 1149
1120 Cerrillos Road
Santa Fe, NM 87503-1149
Phone: (505) 827-5110
Fax: (505) 827-5469

New York

Department of Motor Vehicles
Swan Street Building
Empire State Plaza
Albany, NY 12228
Phone: (518) 474-0841
Fax: (518) 474-9578

North Carolina

Governor's Highway Safety Program
215 East Lane Street
Raleigh, NC 27601
Phone: (919) 733-3083
Fax: (919) 733-0604

North Dakota

Department of Transportation
608 East Boulevard Avenue
Bismarck, ND 58505-0700
Phone: (701) 328-2581
Fax: (701) 328-1420

Ohio

Department of Public Safety
P.O. Box 182081
1970 W. Broad Street (43223)
Columbus, OH 43218-2081
Phone: (614) 466-3383
Fax: (614) 466-0433

Oklahoma

Department of Public Safety
3600 N. Martin Luther King Ave.
Oklahoma City, OK 73136
Phone: (405) 425-2001
Fax: (405) 425-2324

Oregon

Transportation Safety Division
235 Union Street, NE
Salem, OR 97301-1054
Phone: (503) 986-4192
Fax: (503) 986-4341

Pennsylvania

Highway Safety Administration
Commonwealth Keystone Building
400 North Street, 9th Floor
Harrisburg, PA 17120-0064
Phone: (717) 787-6875
Fax: (717) 787-5491

Rhode Island

Department of Transportation
State Office Building-Smith Street
Providence, RI 02903
Phone: (401) 222-2481
Fax: (401) 222-6038

South Carolina

Department of Public Safety
5400 Broad River Road
Columbia, SC 29210
Phone: (803) 896-7839
Fax: (803) 896-7881

South Dakota

Department of Commerce and
Regulation
118 West Capitol
Pierre, SD 57501
Phone: (605) 773-3178
Fax: (605) 773-3018

Tennessee

Department of Transportation
James K. Polk State Office Building
505 Deaderick Street, Suite 700
Nashville, TN 37243
Phone: (615) 741-2848
Fax: (615) 253-5523

Texas

Department of Transportation
125 E. 11th Street
Austin, TX 78711
Phone: (512) 305-9501
Fax: (512) 463-9567

Utah

Department of Public Safety
4501 South 2700 West
Salt Lake City, UT 84114
Phone: (801) 965-4463
Fax: (801) 965-4608

Vermont

Department Of Public Safety
103 South Main Street
Waterbury, VT 05671-2101
Phone: (802) 244-1317
Fax: (802) 244-1106

Virginia

Department of Motor Vehicles
P.O. Box 27412
2300 West Broad Street
Richmond, VA 23269-0001
Phone: (804) 367-6602
Fax: (804) 367-6631

Washington

Traffic Safety Commission
1000 South Cherry Street, MS) PD-11
Olympia, WA 98504-0944
Phone: (360) 753-6197
Fax: (360) 586-6489

West Virginia

Division of Motor Vehicle
1800 Kanawha Boulevard, East
Building 3, Room 113
Charleston, WV 25317
Phone: (304) 558-2723
Fax: (304) 558-1987

Wisconsin

Department of Transportation
Hill Farms State Office Building, #120B
P.O. Box 7910
4802 Sheboygan Avenue
Madison, WI 53707-7910
Phone: (608) 266-1113
Fax: (608) 266-9912

Wyoming

Highway Safety Program
5300 Bishop Blvd., P.O. Box 1708
Cheyenne, WY 82003-9019
Phone: (307) 777-4450
Fax: (307) 777-4250

American Samoa

American Samoa Government
P.O. Box 1086
Pago Pago, AS 96799
Phone: 9 011 (684) 633-1111
Fax: 9 011 (684) 633-7296

Guam

Guam Department of Public Works
542 North Marine Drive
Tamuning, GU 96911
Phone: (671) 646-3131 or 3259
Fax: (671) 646-6178

Mariana Islands

Commonwealth of No. Mariana Islands
Caller Box 100007
Civic Center; Susupe Village
Saipan, MP 96950
Phone: (670) 664-9000
Fax: (670) 664-9019 or 9009

Puerto Rico

Transportation and Public Works
Box 41269, Minillas Station
Santurce, PR 00940
Phone: (787) 725-7112
Fax: (787) 728-8963

Virgin Islands

Office of Highway Safety
Lagoon Street Complex, Fredriksted
St. Croix, VI 00840
Phone: (340) 776-5820
Fax: (340) 772-2626

Indian Nation

Bureau of Indian Affairs
Indian Highway Safety Program
505 Marquette Avenue, NW,
Suite 1425
Albuquerque, NM 87102
Phone: (505) 248-5060
Fax: (505) 248-5064

MATERIALS

NHTSA's Office of Traffic Safety Programs strives to provide national leadership and technical assistance to states and communities in addressing impaired driving issues. Provided below is an inventory of resources and programs available to states and communities as you implement activities of the campaign *You Drink & Drive. You Lose.* Many of the materials listed in this section may also be ordered at the NHTSA web site at: www.nhtsa.dot.gov

States and communities are encouraged to access these materials through the web. Materials may also be ordered by:

MAIL:

U.S. DOT/NHTSA
Media and Marketing Division, NTS-21
Attn: TSP Resource Center Orders
400 7th Street, SW
Washington, DC 20590

FAX:

NHTSA
Media and Marketing Division, NTS-21
Attn: TSP Resource Center Orders
Fax: 202-493-2062

Quantity Limits

Audiovisuals/Kits/CD-ROMs	1
Brochures, Pamphlets, Booklets, Flyers	50
Bumper Stickers, Posters	25
Fact Sheets	1-2
Reports, Manuals	1
Stickers	3 Sheets or 1 Roll

For large quantity orders, artwork may be requested on loan and reproduced at your organization's expense.

When requesting materials, please use the DOT HS number or order number, when available.

The inventory is presented in five areas including:

- Prevention and Public Education,
- Designated Driver and Safe Ride Programs and
- Research

For a full listing of NHTSA impaired driving related materials, please visit the NHTSA website at www.nhtsa.dot.gov

PREVENTION AND PUBLIC EDUCATION

■ *You Drink & Drive. You Lose. A Guide for Building a Comprehensive Impaired Driving Program*

NHTSA's new impaired driving prevention campaign was developed as the voice of the new national partnership aimed at intensifying the fight against impaired driving. The goal of *You Drink & Drive. You Lose.* is to enhance national awareness about the deadly toll impaired driving exacts on America's communities and to generate a greater national urgency to stop the senseless killing and injury on our nation's highways. This guide provides the framework for a comprehensive impaired driving program at the state and local level.

DOT HS 808 896 (Order # 2P1073)

■ *Partners in Progress: An Impaired Driving Guide for Action*

This report serves as a guide for addressing the nation's impaired driving problem and reaching the national goal to reduce alcohol-related fatalities to 11,000 by the year 2005. The guide focuses on strategies and action steps for reaching the goal, in collaboration with new and existing partners. Individual sections include: public education; individual responsibility; health care; businesses and employers; legislation; enforcement and adjudication; and technology.

DOT HS 808 365 (Order # 2P1035)

■ *Innocent Victims National Campaign*

Through a joint effort with the Ad Council, NHTSA has developed a multimedia PSA campaign focusing on the "Innocent Victims" message to recre-

ate public outrage and concern about the loss of innocent lives from impaired driving. This campaign features photographs and stories of innocent victims who lost their lives because of alcohol impaired drivers. The PSAs encourage individuals, who have the chance, to make the right choice and intervene and “Get the Keys” by showing real consequences of not interceding. For more information, please visit the Ad Council website at www.adcouncil.org/fr_campaign_current.html

■ Think About It

SADD is sponsoring a year-round Teen Safety Campaign to deter underage drinking, drug use and impaired driving. This campaign will run four times a year to target when teens are most at risk. Materials will be distributed to all SADD chapters with instructions on forming partnerships with law enforcement, the courts, parents, private businesses and other important community entities. For more information, contact the SADD National Office at (877) SADDINC or check out their web site at www.saddonline.com DOT HS 809 224

■ Straight Down the Road

This brochure discusses the social, legal and personal consequences of being arrested while riding your motorcycle impaired. DOT HS 808 442 (Order # 9P0089)

■ Impaired Driving in the United States — State Cost Fact Sheets

Under a grant with the National Public Services Research Institute (NPSRI), fact sheets were developed on the economic costs of alcohol-related crash-es on a state-by-state basis, and the effectiveness of impaired driving laws on the number of alcohol-related crashes. State Fact Sheets are available only on NHTSA’s website at www.nhtsa.dot.gov/people/injury/alcohol/scost

■ You’re Not A Kid Anymore

This brochure targets motorcycle riders age 25 and younger. It provides a series of facts about

safe riding with an emphasis on riding sober. Riders are urged to ride with the headlight one, wear a helmet and proper eye gear as well as appropriate clothing. DOT HS 808 443 (Order # 6P0098)

■ Riding Straight

The Motorcycle Safety Foundation, with support from NHTSA, has revised the impaired riding module of the Motorcycle RiderCourse: Riding and Street Skills®. Riding Straight is a 12-minute video addressing the effects of alcohol on the skills needed to safely operate a motorcycle and discussing ways peers can tactfully prevent friends from riding impaired. The accompanying Riding Straight: Leader’s Guide provides information to individuals wishing to deliver a stand-alone program addressing impaired riding. The Leader’s Guide includes a sample flyer and press release, a reproducible work sheet, a summary of the video’s major points, and suggested topics to cover in a group discussion. For additional information contact the Motorcycle Safety Foundation, 2 Jenner Street, Suite 150, Irvine, CA 92618-3812. Phone: (949) 727-3227.

■ Impaired Perspectives: Alcohol on America's Highways

This brochure describes the drinking and driving problem in America. It presents historical, current, and future perspectives around the issue of impaired driving and provides suggestions on what can be done. DOT HS 808 211 (Order # 2P1004)

■ D.E.A.D. (Drinking and Driving Ends All), “Shattered Dreams,” A Guide for Program Planners

This planner features tips and ideas for schools planning underage drinking prevention activities. It also presents guidelines for an overnight leadership retreat for the student volunteers representing those who died to simulate students and their families the experience of their being gone after a death. At the retreat, counselors and other mental health professionals help students process their experiences. DOT HS 808 976 (Order # 2P1069)

■ Zero Tolerance Means Zero Chances Peer Action Guide

This Peer Action Kit is designed to provide groups conducting Zero Tolerance activities with the resources they need to effectively plan and promote their events, including the program brochure, resource guide, media guide, fact sheets, talking points, logo sheets, and camera-ready artwork for hand-out fliers and print public service announcements. Copies can be ordered by visiting the NHTSA Web site at www.nhtsa.dot.gov (Order # 2P1078)

■ Make Your Parties Rock Substance-Free

NHTSA and NOYS developed a year-round party planner to assist in throwing the best parties. This "Guide to Safe and Sober Event Planning" provides an assortment of information to make parties a success such as task lists, promotional ideas, activities and party settings, ideas for themes, and resources for the event including posters and logos. DOT HS 809 270 (Order # 9P0027)

■ MADD National Sobriety Checkpoint Week Program Guide

This provides suggestions for working with law enforcement, the community, the media and local corporations to conduct sobriety checkpoints. It contains sample documents, as well as examples of successful past checkpoint programs. For more information, contact MADD National at: P.O. Box 541688, Dallas, TX 75354-1688, 1-(800) GET-MADD. Or visit the MADD Website at www.madd.org

■ Community How to Guides on Underage Drinking Prevention

Nine guides were developed in partnership with the National Association of Governors' Highway Safety Representatives as a part of the Underage Drinking Prevention Project that was launched in 1995. The Community Guides take into account what was

learned throughout the project and are intended to assist other advocates who want to implement a comprehensive program. The new publications were designed to assist communities not only with the underage drinking problem, but with any community-based advocacy effort. The guides advise local advocates on how to deal with the following issues: Coalition Building; Needs Assessment / Strategic Planning; Enforcement; Prevention/ Education; Public Policy; Media Relations; Evaluation; Self-Sufficiency; Resources. DOT HS 809-209 (Order # 2P1059)

■ 1999 Alcohol Involvement in Fatal Crashes

This report provides estimates of alcohol involvement in fatal traffic crashes that occurred during 1999. It includes several comparisons of alcohol involvement for the period 1982-1999 to illustrate changes and trends. The data comes from the Fatality Analysis Report System (FARS) and represent a combination of actual blood alcohol concentration (BAC) test results and estimated BAC distribution for those drivers and nonoccupants where BAC test results are not available. DOT HS 809 104

■ Safe Communities Folio

NHTSA's Safe Communities tool kit contains materials that help implement local programs that target impaired driving and other traffic safety problems through Safe Community Coalitions. DOT HS 808 578 (Order # 5P0026)

■ 1999 Youth Fatal Crash and Alcohol Facts

This booklet takes a comprehensive look at the role of alcohol in crashes involving teens and young adults. It analyzes statistics and trends over the past five years and provides general facts pertaining to the how, who, when and where of alcohol related crashes in 1999. DOT HS 809 224 (Order # 2P1089)



DESIGNATED DRIVER AND SAFE RIDE PROGRAMS

■ **The Designated Driver Program Guidebook: A Compendium for the Implementation of the Designated Driver Program**

A guide to California based designated driver programs sponsored by drinking establishments. Subjects cover: server training, eligibility rules for the designated driver, benefits to the participating establishment and the resources required. To obtain a copy, please contact the California Highway Patrol, Office of Public Affairs, P.O. Box 942898, Sacramento, CA 94298-0001, (916) 657-7202.

■ **Madd and California Highway Patrol Designated Driver Handbook**

A manual that describes the designated driver program resources, philosophy, organization, management, training and media relations. Sample recruitment letters to establishments and a training guide are provided. To obtain a copy, please contact the Santa Barbara Council on Alcoholism and Drug Abuse, 133 East Haley Street, P.O. Box 28, Santa Barbara, CA 93101, (805) 963-1433.

■ **A Guide to Community-Based Designated Driver Programs**

A manual including five profiles of designated driver Programs and topics covering organization, evaluation, publicity and funding. To obtain a copy, please contact the National Commission Against Drunk Driving, 1900 L Street, NW, Suite 705, Washington, D.C., 20036, (202) 452-6004.

■ **A Guide to Community Based Designated Driver Programs**

A manual focusing on ways to organize, build, publicize, evaluate and fund community designated driver programs. To obtain a copy, please contact the Monroe County Comprehensive Highway Safety, Department of Public Safety, P.O. Box 104808, Jefferson City, MO 65110-4808. Phone: (314) 751-5418.

RESEARCH

■ **Assessment of Year-Round and Holiday Ride Service Programs**

An evaluation of two Ride Service Programs, I'm Smart (a year-round program) and Sobercab (a holiday program). DOT HS 808 203 (Order # 7P0056)

■ **The Review and Assessment of Designated Driver Programs as an Alcohol Countermeasure Approach**

A listing of 431 public drinking establishments that have designated driver programs. The collection of data includes setting information, size, clientele description, program organization, operation and impact. DOT HS 807 108 (Order # 2P0221)

■ **The Art of Appropriate Evaluation for Highway Safety Program Managers**

Highway safety program managers who want to know how to evaluate the effectiveness of their programs will want *The Art of Appropriate Evaluation: A Guide for Highway Safety Program Managers*. The National Highway Traffic Safety Administration (NHTSA) sponsored development of this guide to help document the good parts of our traffic safety programs and identify the things that need to be changed. The Guide de-mystifies what is meant by evaluation, describes common stumbling blocks, and discusses how to choose an appropriate evaluation method to promote the hard work that goes into traffic safety programs. The Guide is intended for state or local highway safety project directors with at least some curiosity about program evaluation. A background in experimental design or statistics is not required. The Guide tells where you can find experts to help with that part. DOT HS 808 894

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